

ELECTROREALISM MANIFESTO

Electrorealism is an art style that seeks to visualize the impact of digital electronic media on the way we perceive reality through the aid of traditional art media and tools.

The style can be described as the result of the interference between the various levels of accuracy, granularity, depth, abstraction and stylization that traditional and electronic art allow in the process of rendering into an art piece the peculiarities and incongruencies of a digital scene.

The term "traditional art" here is used as opposed to art of which we know the original only exists in digital form and it's usually displayed through an electronic media. This original can be reproduced indefinitely -for instance printed- but no copy, no matter how good and professional, will be the same as what experienced through the electronic media -the screen most of the times- turned by contemporary culture into an art surface in its own right. Electrorealism shifts focus and turns the perception of a digital scene into an original art piece.

The original of a digital scene only exists in digital form. When the scene is displayed through an electronic surface we are in fact looking at a copy of it decoded and represented through the electronic media in an everchanging way. On the other hand we can have digital copies of it each one identical to the original. So we have only infinite originals in the digital domain and we can experience them through multiple representations, either temporary or permanent, each one being a unique copy of one of the originals. The process of decoding and representing the original can be piped and executed through art techniques.

Today the observation of a digitally created or processed imagery through electronic surfaces and some degree of knowledge of how the surface is generated constitutes a daily

experience to enough people to inspire an original aesthetic, popular enough to be recognizable beyond the boundaries of the electronic representation. Hence the first part of the name.

A digital electronic scene is naturally virtual thus virtuality constitutes its reality. This reflects the relationship between the reality of digital information and the virtuality of the electronic surface through which the information is represented and experienced. As a consequence the term "-realism" in the second part of the name -and the idea of "real", "reality" it conveys- is not used here in its traditional acception of true to life depiction of a physical reality but it's rather used in opposition to the concept of "virtual" and the whole semantic spectrum terms like "virtuality", "virtualism", "virtual reality" belong to in contemporary culture, making surrealism and abstractism part of the expressive range of the style.